



City Councilmember
Carl DeMaio

News Release

DeMaio Outlines Major Job Creation Strategies in His “*Pathway to Prosperity*” Plan

*Plan Includes 112 Recommendations Under 10 Economic Strategies
Businesses To Be Offered Relief Under “Performance Contracts” for Job Creation*

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San Diego – After months of holding Job Creation Summits, examining best practices from cities across the nation, and soliciting advice from local business leaders, City Councilmember Carl DeMaio today released an 86-page *Pathway to Prosperity* Job Creation Plan which spells out 112 ideas to streamline city regulations and launch a number of initiatives to create and keep jobs in San Diego.

“We need to get San Diegans back to work – and this plan will make San Diego the leader in innovation, entrepreneurship, and job creation,” said DeMaio

“We must start by making significant changes in the culture and processes at City Hall to foster job creation, and then follow that up by aggressively marketing San Diego to businesses and consumers across the nation and the world,” said DeMaio.

DeMaio’s plan cuts mountains of red tape across city departments and proposes a complete overhaul of the city’s permitting process. DeMaio also proposes “fixed price, time guaranteed” permitting – and a money back commitment if the city drops the ball.

In addition to making the existing regulations simpler, DeMaio proposes to offer businesses additional regulatory relief and tax/fee reductions – but only if those businesses enter into a “Performance Contract” that holds them accountable for job creation goals.

DeMaio’s plan also offers targeted initiatives for Bio-Tech, High-Tech, Clean-Tech, Tourism, Housing, and Defense sectors – and several proposals for improving workforce development and training.

“I want San Diego to be known not just for good weather, but for being the ‘perfect climate for business,’ ” DeMaio concluded, referring to a proposed marketing campaign included in the *Pathway to Prosperity*. A full copy of the *Pathway to Prosperity* can be found online at www.SanDiego.gov/cd5

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How Jobs Will Be Created Under DeMaio’s Plan

**“Job Creation Performance Contracts”
Required of All Businesses Seeking
Regulatory Relief**

Reduce Taxes and Fees on Small Businesses

**Replace Redevelopment Agencies with
“Neighborhood Investment Collaboratives”**

**Consolidate City Business Programs in an
“Economic Services Department”**

**Create “Innovation Labs” to
Cut Red Tape at City Hall**

Create a Deputy Mayor for Job Creation

**Provide Fixed Pricing/Time
Guarantees on All City Permits**

**Hold a “World Innovation Expo’ to Celebrate
Balboa Park’s Centennial**

**Create “Work-Study San Diego” Program to
Attract Workers Technology Skills**

**Adopt Integrated Branding and Marketing
Initiative to Promote San Diego as
“The Perfect Climate for Business”**